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JATS publishes the following categories of papers written in scholarly English: a) Full Research Papers, b) Conference Reports, c) Book Reviews, d) Industry Perspectives. Papers should be submitted electronically to a.papatheodorou@aegean.gr in MS-Word format ONLY using British spelling, single-column, 1.5 line spacing, Tahoma letters, font size 11. Section headings (and sub-headings) should be numbered and written in capital letters. Upon acceptance of a paper and before its publication, the corresponding author will be asked to sign the *Transfer of Copyright* form on behalf of all identified authors.

Full Research Papers should contain original research not previously published elsewhere. They should normally be between 4,000 and 7,000 words although shorter or lengthier articles could be considered for publication if they are of merit. The first page of the papers should contain the title and the authors' affiliations, contact details and brief vitae (of about 50 words). Regarding the following pages, papers should generally have the following structure: a) title, abstract (of about 150 words) and six keywords, b) introduction, c) literature review, d) theoretical and/or empirical contribution, e) summary and conclusions, f) acknowledgements, g) references and h) appendices. Tables, figures and illustrations should be included within the text (not at the end), bear a title and be numbered consecutively. Regarding the referencing style, standard academic format should be consistently followed. Examples are given below:

- Airbus (2003), *Global Market Forecasts 2003-2022*, Toulouse: Airbus.
- Fragoudaki, A., Keramianakis, M. and Jancovich, S. (2005) The Greek PSO Experience. *4th International Forum on Air Transport in Remoter Regions*. Stockholm, May 24-26.
- Forsyth P. (2002a), 'Privatization and Regulation of Australian and New Zealand Airports', *Journal of Air Transport Management*, 8, 19-28.
- Papatheodorou, A. (2008) The Impact of Civil Aviation Regimes on Leisure Market. In Graham, A., Papatheodorou, A. and Forsyth, P. (ed) *Aviation and Tourism: Implications for Leisure Travel*, Aldershot: Ashgate, 49-57.
- Skycontrol (2007) *easyJet welcomes European Commission's decision to limit PSO abuse in Italy*. 23rd April. Available from: <http://www.skycontrol.net/airlines/easyjet-welcomes-european-commissions-decision-to-limit-pso-abuse-in-italy/> (accessed on 22/08/2008).

Conference Reports should be between 1,000 and 1,500 words. They should provide factual information (e.g. conference venue, details of the conference organizers), present the various programme sessions and summarize the key research findings.

Book Reviews should be between 1,000 and 1,500 words. They should provide factual information (e.g. book publisher, number of pages and ISBN, price on the publisher's website) and critically discuss the contents of a book mainly in terms of its strengths and weaknesses.

Industry Perspectives should be up to 1,000 words and provide a practitioner's point of view on contemporary developments in the air transport industry. Contributors should explicitly specify whether their views are espoused by their organization or not.

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Christos Evangelinos, Jacqueline Stangl and Andy Obermeyer

Conventional wisdom in the economics of pricing holds that peak-load pricing can enhance welfare in cases where demand peaks are clearly identifiable and highly predictable. However, this pricing tool has not found acceptance among airlines in the past. In the very few cases in which peak-load pricing has been introduced, regulators have faced strong opposition from airlines. Recent research has focused on whether airlines could pass the additional costs associated with peak-load pricing on to passengers. Expanding on this work, this paper assesses how peak-load pricing would impact airline costs and forecasts how airlines would react to the implementation of a peak-load pricing regime. We use a simultaneous autoregressive model to predict airline pricing reactions. Our findings indicate that for certain routes, airlines would subsidize revenue decreases in off-peak times with price increases during peak times. This finding corroborates the perception held by airlines that a peak-load pricing regime would encourage new competitors to enter the market at off-peak times.

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Amalia Polydoropoulou, Evangelia Chortatsiani and Maria Kamargianni

Airlines in a state of crisis need to take steps to ensure revenues keep coming in. Repeat business and eventually loyalty is critical in that respect. This paper considers airline customer buying behaviour and preferences and post-flight attitudes with a view to identifying what makes the air travel product more appealing to customers. A structured web-based purpose-designed instrument was used to collect travel and traveller data and perceptions and the findings are prioritised using a consensus decision making approach. A major issue is identified and a two-step model is developed to demonstrate its significance for airline customers' loyalty. Specific airline customer communications and other priorities and preferences are identified.

In addition, it is found that airline customers have a number of complaints, many of which are not communicated to the airline, and it is demonstrated that these complaints impact on loyalty. It is therefore argued that airlines and researchers alike need to study customer complaints in relation to loyalty in greater detail. Taking into account the bad economic situation in Greece, in combination with the airline deregulation, the results of this research is of high significance to Greek airline companies, in order to "tie" their customers and maintain their market share.

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Eleftherios D. Katarelos and Iason Koufodontis

The deregulation of air transport has increased competition between air carriers, resulting in lower fares and increased volumes of passengers. Subsequently, the fare reduction has altered the market structure with the establishment of new carriers, strategic alliances and mergers, and the bankruptcy of several traditional airlines which were unable to adapt to the new environment. The emergence of low cost carriers (LCCs) is one important outcome of the deregulation. LCCs entered the market by offering a differentiated product based on bare services offered at significantly lower prices. The main target was travellers with increased sensitivity in pricing and less demand for all-around services. The rise in terms of passengers and flights dictated a better utilization of the fleet, requiring reduced turnaround times at

airports. Many central airports had very little flexibility and capacity necessary to facilitate additional timeslots. As an answer to inadequate capacity combined with higher taxes and fees, most LCCs have chosen to use secondary or regional airports. This choice has altered the balance and strategic importance between airports and increased their importance for air carriers. This paper examines the evolution and development of LCCs globally, along with the consequences of their expansion to the traditional carriers, the market and the passengers. Emphasis is given to the relationship between LCCs and airports which has resulted in an additional increase in air travel. The prospects of Greece as a market for LCCs are also being discussed.

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The opinion of passengers on the degree of importance of the components is required in order to prioritize services. A low service level can, besides causing inconvenience for terminal users, increase the waste of resources and increase costs if there is no adequate planning. Hence, outlining passenger profiles at the airport is relevant to strategic planning of airport activity management. It is believed that individual characteristics could influence opinion on the degree of importance or about the quality of airport services. This article shows that the check-in and the departure lounge were considered the most important areas in the airport terminal by passengers. Finally it was noted that the age and reason for travel influenced the passengers' perception about the check-in area and the frequency of flying influenced the perception of the departure lounge.

Editorial

This issue of the *Journal of Air Transport Studies* includes five papers. Evangelinos, Stangl and Obermeyer examine peak-load pricing and airline reactions at European airports. They find that airlines would subsidize price reductions at off-peak times with price increases during peak times on certain routes, suggesting a peak-load pricing regime would encourage new competitors to enter the market at off-peak times. Subsequently, Polydoropoulou, Chortatsiani and Kamargianni consider airline customer satisfaction and loyalty. The results of the research indicate that the majority of passenger complaints are not communicated to the airline; this finding has significant implications for customer loyalty.

In the following contribution, Ben Amor and Bui adopt a complex system approach to model airspace congestion dynamics. The test scenario shows a phase transition phenomenon towards the congestion of the European airspace at the resulting traffic threshold of circa 50,000 flights. Then, Katarelou and Koufodontis provide useful insights into the business relations between the low-cost carriers and airports in the context of the air transport deregulation. Finally, Bandeira and Correia explore the relationship between the profile of departing passengers and their perception of the airport terminal. The research shows that the check-in counters and the departure lounge are considered to be the most important areas in the airport terminal by passengers. The age and reason for travel influence the passengers' perception about the check-in area, while the frequency of flying influences the perception of the departure lounge.

May we take this opportunity to thank all our authors and referees for their support in publishing this fifth issue of our Journal. Our continuing partnership with Air Transport News in conjunction with the open access character of the journal aim at ensuring that JATS can get a significant exposure to the academic and business audience and raise its profile accordingly. Enjoy reading!

Dr Andreas Papatheodorou, Editor-in-Chief

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